

LEO BURNETT U.S.A.

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Ad No. 4972—LAMBHEAD GAZE—JW—Reg. No. 71211—Page—6/C Brand—(35) x 11 1/4 inches—National (Letterpress) Magazines, 1961 (A)

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Come to where the flavor is.
Come to Marlboro Country.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

The advertisement features a close-up portrait of a man with a mustache wearing a cowboy hat and a light-colored shirt. He is holding a lit cigarette in his right hand. In the lower right corner, two packs of Marlboro cigarettes are displayed: a red pack labeled 'Marlboro' and a yellow pack labeled 'Marlboro 100's'. The background is a soft, out-of-focus landscape.

